

PIONEER



Diligence & Excellence  
Since 1996

# Darpan

Volume VI, Issue-II, 2013 (April-June)

*Education is not preparation for life;  
education is life itself.*

*- John Dewey*

**Dr. Mona Tawar**  
**CA Prashant Jain**



**PIONEER INSTITUTE OF PROFESSIONAL STUDIES™**

(An Autonomous Institution Established in 1996)

• NAAC Accreditation • NBA Accreditation • ISO 9001:2008 Certification

Website : [www.pioneerinstitute.net](http://www.pioneerinstitute.net) | [www.pioneerjournal.in](http://www.pioneerjournal.in)



## *From the Editors' Pen*

*Knowledge and learning go together by human beings as they absorb experiences from social, economic, cultural and physical environments. Right from their existence on this earth, the human beings having been marching on the path of perennial quest for knowledge that is deeply related to their creative urge and ability to shape the things they wish to give.*

*Darpan, our e news is not perishable product; it is rather made of such materials, which help us give a perfect and clear view of variety of creative activities which last long in their hearts and minds.*

*Through this e News Letter, the zealous readers can know and analyze what the management and IT Literati do in this college as part of their creativity during their academic pursuits.*

*Welcome to the II Issue of Volume VI. The main feature of this issue includes AICTE Sponsored Faculty Development Program. Other highlights include a Workshop on BRTS, as the Institute is ongoing a live and a Major Project on BRTS, activities for Senior Citizens under Social & Entrepreneurship Cell, Inter College Collaboration, Industry Institute Interface through Industrial Visits by Faculty in Organized and Unorganized Retail Outlets and developing Cases by in house and other faculty in groups. This issue also includes a major research contribution done by students of MBA IV Semester Batch 2011-13 through their Major Research Project.*

*I hope you enjoy our approach to staying in touch with you, and we would appreciate receiving your feedback.*

**Dr. Mona Tawar**

**CA Prashant Jain**

## *Message from the Desk of The Chairman*



In the globalization era, managers and professionals should be able to perform in a larger environment and are anticipated to face the challenges and find suitable solutions in any given state of affairs. Thus they have a greater capacity to display their skills and to compete at national and international level.

The aim of excellence in education is a process of developing the human personality in all its dimensions-intellectual, physical, social, moral and spiritual- and this can be accomplished only through the joint efforts of all.

We wish to create a learning environment through implementing valued benchmarks and creating a broad managerial comprehension and expertise helping students to gain competitiveness and excellence. At Pioneer, we are committed to provide quality technical and managerial education to the youth which in return will lead to the creation of Nation Building and career enhancement.

The current scenario is of intense competition and hence it is essential for our students to be competent to face the global challenges. Our aim is to become best institute in Management and IT, be excellent in education and research, that provides significant knowledge, creates challenging opportunities and instills values and societal responsibilities.

**CADr. P.K. Jain**

## *Message from the Desk of The Executive Director*



I take the privilege to thank all the people in association for showing interest and continuous support towards achieving pioneering position. We pledge that Pioneer Institute of Professional Studies, Indore will provide the students with the perfect combination of information and comprehension to succeed in their chosen career field and will equip them with the professional insight that will help them meet the challenges of global world.

We at Pioneer endow with a student-centered learning atmosphere with a secure student-faculty interface and stable and regular involvement of the industry.

Through episodic seminars, workshops and industrial visits are an integral part of the courses; the students are equipped with critical thinking skills and creativity to excel in their profession. Apart from this, sports summits and other such co-curricular and extra-curricular events are also becoming an important part of life at the Institute.

Our learning is intended not only to stir up out success stories but also goes-on to make our student sensitive and humane to reach out to be devoted to and serve the nation. I extend my best wishes to all my students, certainly that they will generate their individual road to success.

**CA Prashant Jain**



## *Message from the Desk of The Director*



Pioneer Institute consider students to be an asset and a precious resource who require to be treasured, respected, refined and developed with warmth, compassion and care joined with vitality and vigor. And to reach this zenith, only a sound education system is required.

In order to meet the challenges, we offer best education with the leading educational institutions in the Country. Ever since its beginning, the Institute has focused on producing world-class managers who have occupied reputed positions in reputed organizations at national as well as international levels.

We have well qualified, experienced and committed faculty as our intellectual capital, keen to provide valuable education to the students. A comfortable, pleasant and well maintained campus provides good scholastic ambience. Apart from excellent academic knowledge and skills, opportunities are plentiful for the students to brush themselves up and grow further.

The Institute persuades the students to intermingle not only with each other but also with the top personnel in industries and business organizations to link between theory and practice and to enable the students to comprehend how problems arise and how they are examined for realization solutions in the existing constraints.

**Dr. Mona Tawar**

## *Message from the Desk of The Professor*



Pioneer Institute has been fortunate enough to the collaboration between the parent who is the first teacher and the teacher who is the second parent. We individually and collectively work to serve the cause of education, for the betterment of the coming generation.

We make an effort to instigate and allow our students to be lifelong learner, critical, intellectual and dynamic members of an ever-changing global society. Students are optimistic to channelize their potential in the pursuit of excellence in a student- centered environment.

We strive to sensitize our students to the needs of the community and inculcate values like integrity, fortitude and acceptance of individual differences.

I am convinced by the fact that Pioneer Institute will always be a guiding light, directing the destiny of its students, while shining thoughtfulness and consideration as it fly high in its exploration of academic excellence and fulfillment of the Institute motto.

**Prof. Isha Jain**

# X E D I N E

S. No	Particulars
1.	From The Editors' Pen
2.	Messages
3.	Workshop on BRTS
4.	Social & Entrepreneurship
5.	Inter Institutional Participation
6.	13 Days AICTE Sponsored FDP
7.	Major Research Project Batch: 2011-13
8.	New Learning

*"I do not feel obliged to believe that the same God who has endowed us with sense, reason, and intellect has intended us to forgo their use."*

*- Galileo Galilei (1564-1642)*





## *Workshop on "BRTS" - a Research Project of Pioneer Institute of Professional Studies, Indore*

Indore is a city with a population of about 1.8 million (as per the last census of 2001) and has an area of about 3898 sq.km. The current rapid growth of city and travel demands and the pattern of private vehicles and dependability on it. There is no organized public sector transport system. The project activity is the creation of Bus Rapid Transit System (BRTS) in the city of Indore, the capital of MP. The aim of the project is to provide an efficient, safe affordable and comfortable mass transit system to the populace in the city.

Pioneer Institute of Professional Studies always shows interact in there types of project. The workshop on BRTS Project Indore was organized on **6<sup>th</sup> April' 2013**. The main objective of workshop was to understand the strategy, aspects and objectives behind BRTS Indore Project. Which is now also known as Ahilya path.

1. The project was started in 2007 and supposed to be finished in two years.
2. It is steir under construction with all ground realities. It shows deviations/delays from the original project and overlook of necessary requirement of IT cables sewage lines, water lines.
3. The workshop was commenced by Prof. Veena Dadwani under the leadership of Dr. CA P.K. Jain, Chairman and Principal and guidance by Dr. Mona Tawar with great assistance by Prof. Bhagwati Charan Shukla, Research Fellow.

Mr. Pranshu Bachu (BE), Project Manager, BRTS Indore enlightened the audience about the BRTS Project.He focused on the problems faced and implementation and reasons of delay and deviations and gave probable solutions for the same.

Mr. Bachu threw a light on in spite of all odd viz: negative publicity of the media and negative comments from various corners like public and various level of administration.

BRTS is expected to go for trial in April' 2013.

He highlighted very clearly in his speech that it be is not correct to judge project success or failure because project is immature right now.



## Social & Entrepreneurship Cell

पायोनियर इंस्टीट्यूट द्वारा वरिष्ठ नागरिकों के लिए एक अनुठा प्रयास

(DAY CARE CENTER)  
STARTING FROM 15<sup>TH</sup> MAY, 2013

सम्माननीय वरिष्ठ नागरिकगण,

आपाधापी के इस युग में परिवार में युवा वर्ग एवं वरिष्ठजनों में संवादहीनता की स्थिति निर्मित हो रही है और यह स्थिति तब और भी दुःखदायी हो जाती है, जब परिवार एकाकी हो। आज के इस भौतिकवादी युग में संयुक्त परिवार की अवधारणा लगभग समाप्त हो गई है। ऐसी स्थिति में परिवार के वरिष्ठ जन एकाकीपन का अनुभव करते हैं और अवसाद की स्थिति निर्मित हो जाती है।

यह एक सार्वभौम सत्य है कि जल, थल, नभचर जो भी इस पृथ्वी पर अवतरित हुआ है, उसका अवसान अवश्यसंभावी है, किन्तु यह भी सत्य है कि यदि पौधों को उचित रूप से पोषित एवं पल्लवित नहीं किया जाए तो वह समय से पहले कुम्हलाकर काल कवलित हो जायेगा। सभी वरिष्ठ नागरिकों को स्वयं के प्रति जागरुक रहकर इस अवसाद की स्थिति एवं समय से पूर्व मुरझाकर कालकवलित होने से अपने आप को रोकना ही होगा।

इसको दृष्टिगत रखते हुए आरोही परिषद द्वारा पायोनियर संस्थान के संस्थापक श्री प्रमोद कुमार जैन के सहयोग से संस्थान में ही वरिष्ठ नागरिकों के लिए एक “डे केयर सेन्टर” (DAY CARE CENTER) आरंभ किया जा रहा है। जहां पर वरिष्ठ नागरिक अपने समय का सदुपयोग कर सकेंगे तथा हम अपने हम वय सदस्यों के साथ स्वच्छन्द रूप से अपनी भावनाओं को व्यक्त कर सकेंगे।

डे केयर सेन्टर में निम्नानुसार सुविधाओं को उपलब्ध कराना विचाराधीन है:-

1. लाईब्रेरी:- जिसमें समाचार पत्र, पत्रिकाएँ एवं विभिन्न विषयों की पुस्तकें उपलब्ध रहेंगी।
2. अंतः कक्ष खेल सुविधाएँ जिसमें केरम, चेस, टेबल टेनिस एवं अन्य खेल सुविधाएँ।
3. कम्प्यूटरय इंटरनेट सुविधाओं सहित।
4. कम्प्यूटर प्रशिक्षण सुविधा।
5. चिकित्सा सुविधा।
6. समय समय पर आवश्यकता अनुरूप योग प्रशिक्षण, डाइटेशियन की सेवाओं को उपलब्ध कराना।

उक्त सभी सुविधाएँ निःशुल्क रहेंगी। डे केयर सेन्टर के लिए समय सायं 4.00 बजे से 7.00 बजे तक पायोनियर संस्थान रहेगा। इस सुविधा का लाभ महालक्ष्मी नगर के आस पास की कालोनी के समस्त वरिष्ठ नागरिक उठा सकते हैं।

विस्तृत जानकारी के लिए सम्पर्क :

राजन रानडे, आर- 758, महालक्ष्मी नगर, इन्दौर  
मोबाईल - 9300669724

दिनांक: 1 मई, 2013

भवदीय,

(के.एल.मजूमदार)

अध्यक्ष, महालक्ष्मी नगर आरोही परिषद, इन्दौर

# *Inter Institutional Participation*

## **Social Media Conclave Jaipuria Institute of Management, Indore**

20th April 2013: The students of Pioneer Institute participated in the First National Social Media Conclave on New India. The New Media was conducted on 20th April 2013 at Jaipuria Institute of Management Indore. It aimed to bring in the awareness of the impact of this new age powerful medium i.e. Social Media in all the sectors of the society such as Law Enforcement, Politics, Defence Forces, Corporate World, Media and Academia. The day long deliberations of the conclave created an interface among these experts who are the acumen in their domains, who specifically emphasized on the emerging role of social media, shared their practical experiences and insights on how new media technologies will determine the future growth of their respective fields and the country on the whole. Eminent speakers from respective areas were present.



The students from Pioneer Institute of Professional Studies, Indore participated with full enthusiasm and added laurels to the Institute by receiving certificates.

The students had a group photograph with the Chairman CA Dr. P. K. Jain, Executive Director CA Prashant Jain and the Director Dr. Mona Tawar.



## *AICTE Sponsored Faculty Development Program (FDP) on “Retail Marketing for Global Competitiveness” 17<sup>th</sup> -29<sup>th</sup> June 2013*

Pioneer Institute of Professional Studies, Indore, organized 13 days AICTE Sponsored Faculty Development Program from 17<sup>th</sup> June to 29<sup>th</sup> June 2013. The FDP program received an overwhelming response with participants from various reputed Institutes, affiliated to AICTE. The Participants included reputed Institutes from all over the country.

S.No.	Name of Participants	Name of Institute	City
1	Kalpna Agrawal	Prestige Inst. of Management	Indore
2	Devendra Pawar	Prestige Inst. of Management	Dewas
3	Deepali Pai	School of Economics, DAVV	Indore
4	Kalyani Parmal	Jaipuria Institute of Management	Indore
5	Prashant Tiwari	Samarth Ashok Technological Studies	Vidisha
6	Sachin Jain	Samarth Ashok Technological Studies	Vidisha
7	Dr. Rajwinder Singh	School of Management Studies	Patiala
8	Prof. Sapna Adwani	IMS, DAVV	Indore
9	Devchand Chaudhary	Government College of Engineering	Chandrapur
10	Ranubala Marotiya	Medicaps Institute of Technology & Management	Indore
11	Anurag Joshi	Shri Vaishnav Institute of Technology & Science	Indore
12	Nitish Ghune	IIT, Roorkee	Roorkee
13	Prashant Kumar Siddhey	Shri Vaishnav Institute of Technology & Science	Indore
14	Akhilesh Dubey	Indore Indira Business School	Indore
15	Shweta Narang	Vishisht School of Management	Indore
16	Priyanka Bargel	Shri Vaishnav Institute of Management	Indore
17	Chanchala Jain	Laxmi Narain College of Technology	Indore
18	Bharti Malukani	Laxmi Narain College of Technology	Indore
19	Jagriti S Jain	Laxmi Narain College of Technology	Indore
20	K.K. Agrawal	CHIMC, Indore	Indore
21	Himanshu Gupta	Modern Institute of Professional Studies	Indore
22	Santosh Choubey	Institute of Management Studies, DAVV	Indore
23	Anil S. Goray	IIPS DAVV	Indore
24	Meghna Tiwari	Malwa Institute of Science & Technology	Indore
25	Dr. Piyush Kendurkar	IMS, DAVV	Indore
26	Dr. Deepak Shrivastava	IMS, DAVV	Indore
27	Prof. C. C. Motiani	IMS, DAVV	Indore
28	CA Dr. P.K Jain	Pioneer Institute of Professional Studies	Indore
29	CA Prashant Jain	Pioneer Institute of Professional Studies	Indore
30	Dr. Pawan Patni	Pioneer Institute of Professional Studies	Indore



S.No.	Name of Participants	Name of Institute	City
31	Dr. Mona Tawar	Pioneer Institute of Professional Studies	Indore
32	Prof. Anish Patel	Pioneer Institute of Professional Studies	Indore
33	Prof. Rashmi Farkiya	Pioneer Institute of Professional Studies	Indore
34	Prof. Sumit Zokarkar	Pioneer Institute of Professional Studies	Indore
35	Prof. Shweta Mogre	Pioneer Institute of Professional Studies	Indore
36	Prof. Varun Keshari	Pioneer Institute of Professional Studies	Indore
37	Prof. Sadhana Mandloi	Pioneer Institute of Professional Studies	Indore
38	Prof. Kumkum Sinha	Pioneer Institute of Professional Studies	Indore
39	Prof. Durgesh Gaur	Pioneer Institute of Professional Studies	Indore
40	Prof. Ketan Mulchandani	Pioneer Institute of Professional Studies	Indore
41	Prof. Radheshyam Acholiya	Pioneer Institute of Professional Studies	Indore
42	Prof. Aastha Tarey	Pioneer Institute of Professional Studies	Indore
43	Prof. Chetan Raikwar	Pioneer Institute of Professional Studies	Indore
44	Prof. Nidhi Joshi	Pioneer Institute of Professional Studies	Indore
45	Prof. Subhi Mody	Pioneer Institute of Professional Studies	Indore
46	Prof. Suchi Mody	Pioneer Institute of Professional Studies	Indore
47	Prof. Swati Gupta	Pioneer Institute of Professional Studies	Indore
48	Prof. Neha Bhatt	Pioneer Institute of Professional Studies	Indore
49	Prof. Amit Rajoriya	Pioneer Institute of Professional Studies	Indore
50	Prof. Sandeep Kumar	Pioneer Institute of Professional Studies	Indore
51	Prof. Veena Dadwani	Pioneer Institute of Professional Studies	Indore
52	CA Pravin Soni	Pioneer Institute of Professional Studies	Indore
53	Bhagwati Charan Shukla	Pioneer Institute of Professional Studies	Indore
54	Prof. Praveen K Tiwari	Pioneer Institute of Professional Studies	Indore
55	Prof. Priyank Gattani	Pioneer Institute of Professional Studies	Indore
56	Prof. Somendra Sharma	Pioneer Institute of Professional Studies	Indore
57	Prof. Neha Sharma	Pioneer Institute of Professional Studies	Indore
58	Prof. Preeti Jain	Pioneer Institute of Professional Studies	Indore
59	Prof. Sunita Yadav	Pioneer Institute of Professional Studies	Indore
60	Prof. Nidhi M Jain	Pioneer Institute of Professional Studies	Indore
61	Prof. Rekha Gattani	Pioneer Institute of Professional Studies	Indore
62	Prof. Sandeep Shrivastava	Pioneer Institute of Professional Studies	Indore
63	Prof. Meghna Partani	Pioneer Institute of Professional Studies	Indore
64	Prof. Priyank Shinde	Pioneer Institute of Professional Studies	Indore
65	Prof. Neha Shinde	Pioneer Institute of Professional Studies	Indore
66	Prof. Amal N Singh	Pioneer Institute of Professional Studies	Indore
67	Prof. Rini Agrawal	Pioneer Institute of Professional Studies	Indore
68	Prof. Jitendra Verma	Pioneer Institute of Professional Studies	Indore
69	Prof. Satyendra Kumar	Pioneer Institute of Professional Studies	Indore
70	Prof. Virendra Yadav	Pioneer Institute of Professional Studies	Indore
71	Prof. Sanjay Behani	Pioneer Institute of Professional Studies	Indore

The prominent Speakers were:

S.No	Name of Speaker	Designation
1	Dr. Alok Mittal	Professor( Marketing & Operation Management), Acropolis Institute of Management
2	Dr. Jayant Sonwalkar	Director of Distance Education, IMS, DAVV
3	Dr. Vishal Khasgiwala	Director, Sapient Institute of Management Studies
4	Dr. Rajnish Jain	Professor, IMS ,DAVV, Indore
5	Dr. Rajiv Gupta	Professor & Ex Director of Distance Education, IMS, DAVV
6	Prof. Sachin Anchliya	Professor, IMS, DAVV
7	Dr. A.K. Singh	Director, Chameli Devi School of Management
8	Dr. R.K.Jain	Professor, Shri Vaishnav Institute of Management
9	Dr. Geeta Nema	Reader, IIPS, DAVV
10	Dr. Sangeeta Jain	Professor, IMS ,DAVV
11	Mr. Malhar Valera	Unit Head Home Town, Indore Central Future Group

Date wise brief Report for each day is given below with the conclusion at the end.

**DAY 1: 17<sup>TH</sup> JUNE 2013**

**SESSION I** TIME: 9:00A.M. TO 10:30A.M.

**Inaugural Ceremony**

**Speaker/Resource Person: Dr. CA P.K. Jain**





## **SESSION II**      **TIME: 10:45A.M. TO 12:15 P.M.**

**Speaker/Resource Person: Dr. Alok Mittal**

### **An Introduction to Retailing**

- What Does the Retail Industry Include?
- Nature of Retail Industry is Changing-
- Retailing is a High Tech Industry-
- Globalization of Retailing-

### **The Importance of Retailing**

- The Retailing Mix

### **Strategic Implications: Retail Marketing Strategy**

- Decision Variables for Retailers
- Merchandising (Product) Strategy
- Choosing the Merchandising Mix-
- Retail Store Atmosphere-
- Customer Service-
- A Customer Respect Checklist-
- Personnel and Customer Service-

### **Functions of Retailers-**

- How Retailers Add Value-
- The Retailer's Role in the Sorting Process-
- Issues in Retailing-

### **Retail Strategy and Structure-**

- Applying the Retailing Concept-
- Retail Formats-
- Form of Ownership-
- Form of Ownership-
- Store Strategy Mix-
- Store Strategy Mix-
- E-RETAILING AND DTC-Non Store Retailing-
- Multi-Channel Retailing-
- Wheel of Retailing –
- Careers in Retailing-
- An Ideal Candidate for Retailing Career-
- Relationship Retailing-
- Effective Relationship Retailing-
- Approaches to the Study of Retailing

## **SESSION III**      **TIME: 1:00 A.M. TO 2:30 P.M.**

**Speaker/Resource Person: Dr. Alok Mittal**

### **Retail Revolution In India: Issues & Challenges**

- Indian Retail on the Fast-track
- Indian Retail Revolution
- Transition from Traditional to Modern Retailing
- Growth Across Segments
- Increasing Penetration of Organized Retail
- Future Outlook
- Advantage India
- Metros Leading the Way
- Emerging Retail Hubs
- Thrust Verticals across Geographies
- Mall Space Availability
- Evolving Consumer Behavior
- Growing Urbanization & Disposable Incomes Driving Retail
- Easy Credit another Key Driver
- Increasing Investment Activity
- Key Players

## **SESSION IV**      **TIME: 2:45 P.M. TO 4:15 P.M.**

**Speaker/Resource Person: Dr. Alok Mittal**

### **Paradigm Shift of Indian Retailing**

- The Indian Consumer is Rapidly Transforming
- Expected Utility from Product & Services
- Services are now taking away a Huge Chunk of the Consumer's Wallet
- Innovative Formats
- India as the Sourcing Hub
- Click-to-Buy Phenomenon
- Emerging Rural Retailing
- Resplendent Luxury Market
- Leisure and Entertainment
- Cashing-in on the Transit Channels
- Other Opportunities



**DAY 2- 18<sup>TH</sup> JUNE 2013**

**SESSION I**      **TIME: 9:00A.M. TO 10:30 A.M.**

**Speaker/Resource Person: Prof. Varun Keshari**

## **Global Retailing**

- What is Retail Globalization
- Global Retailing-Different Formats
- Prominent Global Players
- Top 10 Grocery Markets
- Global Retailing Outlook
- Classification of Global Retailers
- Global Retailing Strategies



**SESSION II**      **TIME: 10:45 A.M. TO 12:15 P.M.**

**Speaker/Resource Person: Dr. Vishal Khasgiwala**

**Retail Marketing for Global Competitiveness**

- Facts about Modern Retailing
- Transformation – Road Bazaar to Future retail outlet
- Evolution of retail
- **STORE RETAIL FORMATS (Store based retailing)**
- By Location
- By Ownership
- By Merchandise
- By Size
- By Price
- Others

**Non-store based retailing**





## **SESSION III**      **TIME: 1:00P.M. TO 2:30 P.M.**

**Speaker/Resource Person: Dr. Rajneesh Jain**

### **Store Layout and Design**

- Evolution of Retail
- Retail Formats
- Retail Mix
- Retail Experience and its determinants
- RSQS Scale
- Research Issues related to Modern Retailing

## **SESSION IV**      **TIME: 2:45P.M. TO 4:15 P.M.**

**Speaker/Resource Person: Dr. Rajneesh Jain**

### **Visual Merchandising, Errors in Display Rational & Emotional**

- Visual Elements
- Retail Design
- Systematic arrangement
- Visual Cues





**DAY 3- 19<sup>TH</sup> JUNE 2013**

**SESSION I**      **TIME: 9:00A.M. TO 10:30 A.M.**

**Speaker/Resource Person: Dr. Rajeev Gupta**

### **Merchandise and Merchandise Planning System**

- **MERCHANDISING**

- Role of buyer (one who procures merchandise)**

- Selection of merchandise or products to be sold in the retail store
  - Visits to suppliers or manufacturers to select the goods
  - Negotiate price, order goods
  - Agree on a delivery date
  - Complete all the necessary paperwork
  - Keep in touch with the suppliers to ensure that goods arrive on time
  - Visit to different stores to check response to various items in the merchandise
  - Buying for a single/independent store
  - Buying for a chain store
  - Buying for non-store retailers- Catalogues, Direct Mail, Home Shopping, Internet Retailing

- **MERCHANDISE PLANNING**

**Process of Merchandise Planning**

- Stage 1: Developing the Sales Forecast
- Stage II: Determining the Merchandise Requirements
- Stage III: Merchandise Control
- Stage IV: Assortment Planning



**SESSION II**      **TIME: 10:45A.M. TO 12:15 P.M.**

**Speaker/Resource Person: Dr. Rajeev Gupta**

### **Retail Logistics Management**

- Logistics

**Components of Logistics Mix:**

- Storage facilities/Warehousing
- Storage rooms of the retail store
- Inventory- Raw material, semi-finished goods, finished goods
- Transportation- Mode of transportation depending on the nature of product and urgency of its requirement
- Role of Information Technology
- Role of Information Technology

**Food Logistics**

**Non-Food Logistics**

## **SESSION III**      **TIME: 1:00 P.M.TO 2:30 P.M.**

**Speaker/Resource Person: Dr. Dr. Rajeev Gupta**

### **Retail Logistics Management**

#### **Isolated Store or a Free Standing Location**

- Less competition
- Adequate Parking Space
- Advertising/Promotion required
- Outlets on Highways

#### **Part of a Business District**

- Place of commerce in the city
- N Part of a shopping centre
- Malls
- Shopping Plaza
- Preset format or a structure

#### **Market Identification**

- Market's attractiveness to a retailer
- **DETERMINING THE MARKET POTENTIAL**
- Demand and Supply
- Demographic features of the population
- Characteristics of the population in the area
- Competition and Compatibility

#### **Identify Alternate Sites**

- Traffic:- Pedestrian and vehicular traffic
- Accessibility of the market- Public Transport and availability
- The total number of stores and the type of stores that exist in that area
- Amenities available:- access to parking and availability of public transport
- To buy the store or take it on lease
- The product mix offered:- Food, grocery store-Residential locations
- High fashion garment store-Upmarket area
- Existence of townships and satellite towns



## **SESSION IV**      **TIME: 2:45P.M. TO 4:15 P.M.**

**Speaker/Resource Person: Prof Sachin Anchaliya**

### **Role of IT in Retail**

#### **Retail Management**

- Retail focus in India & advantages
- Plans of Key Players in India
- Challenges in India for Retail houses
- IT & Its challenges
- Role of IT
- e-Customer Service / IT enabled Services
- Workforce issues & role of ICT
- Business Intelligence
- Security solutions

#### **Plans of Key Players in India**

#### **Technology challenges & solutions required**

#### **Role of IT**



## DAY 4- 20<sup>TH</sup> JUNE 2013

### Industrial Visit (9:00 A.M. TO 5:00 P.M.)

The day was planned for the industrial visit to Unorganized Retail market (Navlakha Haat).

For the study the participants were divided into two groups consisting of 8 members each.

The study was planned to be completed in two phases.

In the first phase each group collected some secondary data and selected certain parameters on which the comparative study between Unorganized and Organized Retail Sector can be done.

In the second phase the participants visited Navlakha Haat, a famous weekly bazaar of Indore, noted the observations based on the preset parameters.

#### Members of Group One:

Prof. Anish Patel	Prof. Varun Keshari
Prof. Radheshyam Acholiya	Prof. Amit Rajoriya
Prof. Sapna Advani	Prof. Swati Gupta
Prof. Shweta Narang	Prof. Subhi Modi
Prof. Durgesh Gaur	

#### Members of Group Two:

Dr. Rajwinder Singh	Dr. Sadhana Mandloi
Prof. Deepali Pai	Prof. Veena Dadvani
Prof. Rashmi Farkiya	Prof. Chetan Raikwar
Prof. Suchi Modi	Prof. Prashant Siddhey

## DAY 5- 21<sup>ST</sup> JUNE 2013

### Case Formulation & Presentation (9:00 A.M. TO 5:00 P.M.)

Based on the observations during the visit to the weekly haat, the groups separately formulated the Case in the first half of the day presented the same in the second half. Prof. Subhi Modi and Prof. Suchi Modi gave the presentation.





DAY 6 22<sup>ND</sup> JUNE 2013

**SESSION I** TIME: 9:00A.M. TO 10:30 A.M.

Speaker/Resource Person: Dr. R.K. Jain

**Retail Marketing Mix Communication Mix & CRM Indian Retail Sector**

- INDIA - Most attractive retail destination
- \$ 320 billion now -- \$637 billion by 2015
- Highly Fragmented “A nation of shopkeepers”
- 14% to India's national GDP
- Jobs for 7% of workforce

### Classifying Retail

#### Modern Format retailers (Organized retailing)

- Supermarkets (Spencers)
- Hypermarkets (Big Bazaar, More, Easy day)
- Department Stores (Shoppers Stop)
- Cash & Carry (Best Price Wal-Mart)
- Company Owned Company Operated (Bata)

#### Traditional Format Retailers (Unorganized Retailing)

- Traditional Mom and Pop Stores: (KIRANA)
- Kiosks
- Street Markets
- Exclusive /Multiple Brand Outlets

#### KEY PLAYERS in Organized Retail

- Future group - Pantaloon , Big Bazar
- ABRL - Mega More
- Bharti Retail - Easy day
- Reliance - Reliance Retail
- Vishal Retail - Vishal Mega Mart

### The mix planning

1. The mix must be consistent with the expectation of target customers;
2. Elements must be consistent with each other to create synergy; and
3. The mix must be responsive to competitive strategy.

### Composition of key elements

- Place
- Product
- Price
- Promotion
- People
- Process
- Physical Environment



## Key Element

- Place (store location)
- Target market
- Channel structure
- Channel management
- Retailer image
- Retail logistics

## Product (merchandise)

- Product Mix
- Product features and benefits
- Branding
- Packaging

## After-sales services

- People element
- Staff capability
- Efficiency
- Availability
- Customer interaction
- Internal marketing

## Process element

- Order Processing
- Database Management
- Service delivery
- Queuing system
- Standardisation

## Price

- Costs
- Profitability
- Value for money
- Competitiveness
- Incentives
- Quality
- Status

## Promotion

- Developing promotional mixes
- Advertising management
- Sales promotion
- Sales management
- Public relations
- Direct marketing

## Retail Brands (Store Brands)

- Brands specific to a retail store
- Consumer arrives to buy a national brand-retailer
- Pantaloon Retail India Ltd (PRIL)
- More Megastore

## Pricing of Store Brands

- Meijer US Super market
- Meijer- Promotion strategies

## Retail Brand Building Strategies

- Promotion Communication
- Store Brand Promotion and Advertising Strategy
- Store Brand Promotion and Advertising Strategy
- Increase profitable sales by leveraging *existing store traffic*
- Build equity for the brand sets it apart on a non-price basis from other brands
- Build equity for the store i.e., contribute to, or help create, a differentiated image that eventually becomes a draw in itself.

## Store Brand Promotion Guidelines

## Retail Communication Mix

## Role of Retail Communication Programme

- **Information** - Advertisements placed by supermarkets in the news papers that inform us about the special discount prices on its groceries.
- **Persuading**- offer discount coupons to customers through newspapers and motivate them to buy products.
- **Reminding** - It involves reminding its customers frequently about its products and its benefits, so that customers loyalty towards the store.

## Objectives of Communication Program

Retail Communication Mix

Paid Impersonal Communications

Sales Promotion

Managing In store Promotion and Events

Store Atmosphere

Paid Personal Communication

Direct Marketing

Publicity

Public Relations (PR)

Unpaid Personal Communication

CRM

Developing CRM Programs





## **SESSION II**      TIME: 10:45A.M. TO 12:15 P.M.

**Speaker/Resource Person: Dr. Geeta Nema**

### **Global Competitiveness of Indian Retailers with Respect to Supply Chain Management**

Introduction

Drivers of Globalization

Concept of SCM JIT

Basics of Supply Chain

Levels of Suppliers

Objectives of SCM

Global Supply Chain & its Advantages

Obstacles to Global Chain Transactions



## **SESSION III**      **TIME: 1:00P.M. TO 2:30 P.M.**

**Speaker/Resource Person: Dr. Geeta Nema**

### **Global Competitiveness of Indian Retailers with Respect to IT and Management Techniques**

#### **Introduction**

#### **Management Techniques**

Non-price Decisions

Non-price Decisions

How to Implement a Store Positioning Program

#### **Competitive Actions**

- **Overstored**
- **Under stored**

#### **Suppliers as Partners and Competitors**

#### **Integration of Technology**

- **Technological innovations can be grouped under three main Areas:**
- Supply chain management
- Customer management
- Customer satisfaction

#### **Increasing use of Private Labels**

#### **Elements in Retail Strategy**

- Target Market
- Customer Needs
- Retail Format
- Method for Satisfying Needs
- Bases for Building Sustainable Competitive Advantage
- Defending Position Against Competitors

#### **Internal and External Bases for Competitive Advantage**

#### **Sources of Global Competitive Advantage**

#### **Growth Opportunities**

- Market Penetration
- Market Expansion
- Retail Format Development
- Diversification

#### **Keys to Success in Global Competitiveness**

#### **Information Technology: A Supply Chain Enabler**

#### **Global competitiveness using E-Business**

### **INFORMATION TECHNOLOGY'S ROLE IN THE GLOBAL COMPETITIVENESS**

#### **Global Value Chains: A New Paradigm for all Firms**



## **SESSION IV**

**TIME: 2:45P.M. TO 4:15 P.M.**

**Speaker/Resource Person: Dr. Alok Mittal**

### **Global Competitiveness of Indian Retailers with Respect to Financial Strength**

- **India - a promising investment destination**
- **India's growth story**
- **Strong fundamentals driving India's economy, regaining share quantum jump in FDI inflows in global GDP and growing outbound investments committed to reforms...**

### **EXTERNAL SECTOR**

#### **FDI regime liberalized**

FDI caps progressively revised upwards

More sectors put on automatic route

Moved from a small 'POSITIVE' list to a small 'NEGATIVE' list. Except atomic energy, retail, agriculture and gambling, entire economy open to foreign investors

#### **Quantitative restrictions on imports abolished**

Tariff levels brought down

Peak custom duty reduced from 150% (1991-92) to 35% (2001) and further to 10%

#### **1. Market determined exchange rate**

Full convertibility on current account

Convertible on capital account for all practical purposes

### **INDUSTRIAL SECTOR**

Most central government industrial controls abolished

Industrial licensing phased out except for a few sensitive segments

Reserved list of industries for public sector curtailed

Disinvestment and privatization gaining currency

### **FINANCIAL SECTOR**

Interest rates deregulated

Banking sector strengthened through adoption of prudential norms

Capital market reforms ongoing

### **Improvement in Trade**

#### **REMARKABLE IMPROVEMENT IN TRADE**

*India's share in global goods and services trade was 1.6% in 2008*

*Government envisages to double share in global trade by 2020*

### **Changing International Perception**

#### **LEADERS SPEAK**

#### **INDIA'S CULTURAL & INTELLECTUAL INFLUENCE**

The ancient art of yoga and meditation is now a fast growing multi-million dollar global industry. The Oscar win of Slumdog Millionaire has permanently cemented Bollywood ethic into the global mainstream. India's higher education institutions are increasingly getting recognized globally. ISB, ranked 12<sup>th</sup> in FT MBA Rankings 2010. IITs, IIMs, IISc are top names and attracting foreign students.

## ENGAGING WITH INDIA

### THE WORLD'S BEST ARE ALREADY HERE

- Microsoft has offices in 16 cities
- Employs about 5000 people
- Key IT partner to the Indian government and the industry
- Nokia played a pioneering role in growth of cellular technology in India
- Started operations in 1995. Presently operates out of 10 cities
- Employs over 15000 people
- India is the second largest market for the company globally
- IBM present in India since 1992
- Offices in 14 cities, with regional HQs in Bangalore
- Coca-Cola is among the country's top international investors. Invested more than US\$ 1 billion in India in the first decade
- Directly employs approximately 6,000 people, and indirectly creates
- Employment for more than 125,000 people
- Hyundai Motors is the largest passenger car exporter and second largest car manufacturer of India
- Total production capacity is about 6,00,000 units per annum.
- In December 2009, it crossed the 25 lakh car production milestone
- Presently markets 54 variants of passenger cars across segments
- Sony Corporation, established operations in 1994
- Footprint across all major towns and cities
- Distribution network comprises over 4000 dealers and distributors, 240 exclusive Sony outlets and 19 direct branch locations
- One of the leaders in the Indian Information Technology (IT) Industry
- THE NEXT GLOBAL R&D HUB...

INNOVATING FOR NEXT BILLION CUSTOMERS

WHAT INDIA HAS TO OFFER?

HUGE DOMESTIC MARKET

COST COMPETITIVENESS

**DAY 6- 23<sup>TH</sup> JUNE 2013 SUNDAY**





**DAY 7 24<sup>TH</sup> JUNE 2013**

**SESSION I      TIME: 9:00 A.M. TO 10:30 A.M.**

**Speaker/Resource Person: Dr. Alok Mittal**

**FDI in Retail Sector in India**

- Introduction
- Concept of FDI and its impact on Indian Economy
- Definition of Retail
- FDI Policy with regard to Retail in India
- Researches related to FDI in Retail
- FDI in Single Brand Retail
- FDI in Multi Brand Retail
- **FDI is not growth stimulant rather it is growth resultant**
- Limitation Of Present Set-up
- FDI in Retail In India Controversies
- FDI in Retail A Win Win Approach
- Conclusion





**SESSION II** TIME: 10:45A.M. TO 12:15 P.M.

**Speaker/Resource Person: Prof. Durgesh Gaur**

**FDI Policies of Successful Organized Retail Market Vs Indian FDI Policies**

## Meaning of FDI

Doubts regarding FDI

- Why Countries Seek FDI?
- What are the major benefits of FDI?
- Why FDI is opposed by Local People or Disadvantages of FDI?

## Brief Latest Developments on FDI

(all sectors including retail)

**Is Foreign Direct Investment (FDI) in retail sector good for India?**

## THE GREAT INDIAN RETAIL STORY

Timeline of Retailing in India

India a nation on the move

GDP growth and Retail

## The organized players

**Organized retail, revenue and volume growth**

## OPPORTUNITY & CHALLENGES

Growth Potential In India

Which categories will grow?

- Food and Groceries
- Consumer durables
- Home products

Growth Potential In India

## POLICIES

Government Policies

- 51% FDI allowed in single-brand formats
- 100% FDI in cash-and-carry format
- NO FDI in multi-brand stores ( like Wal-Mart)
- Trends indicate that the FDI would open up in retail sector, however political consensus has to be reached before that happens Pros and Cons of allowing FDI in retail

## OPINIONS

Growth Drivers & Barriers

Opinions on Formats and Growth Potential

Heard from the street..

Latest News.....

- **Walmart, Tesco seek assurance on non-reversal of FDI policy**



## **SESSION III**      **TIME: 1:00P.M. TO 2:30 P.M.**

**Speaker/Resource Person: Dr. A.K. Singh**

### **Retail in India**

Retail-which literally means to put on the market, is a very important aspect of every city. Without a well organized retail industry we would not have our necessities and luxuries fulfilled. Be it our daily groceries or fashion accessories and everything in between, retail industry brings us the blissful experience of shopping. Though organized retailing industry began much earlier in the developed nations, India had not actively participated. However with its vast expanse and young population, India in the 21st century emerges as a highly potential retail market. The journey of retailing in India has been riveting and the future promises further growth. Here is a complete picture deciphering the past, present and future trends of Indian Retail Market.

## **SESSION IV**      **TIME: 2:45P.M. TO 4:15 P.M.**

**Speaker/Resource Person: Dr. A.K. Singh**

### **FDI & Infra structural Development**



### **Foreign Direct Investment**

#### **Liberal Policy Framework**

#### **Investing in India – Entry Routes**

- Automatic Route
- Prior Permission

#### **FDI Policy for Industry Sector... Fully permitted**

##### **Manufacturing**

- 100% FDI permitted in all activities under automatic route except:
  - Cigar and cigarettes of tobacco - FIPB
  - Products reserved for Small Scale Sector
- FDI less than 26% under automatic route
- FDI beyond 26% - FIPB subject to export obligation
  - Defence products
- **FDI upto 26% - FIPB subject to licensing of Arms and Ammunitions**

## **Mining**

- Coal – FDI up to 100% as per Coal Mines (Nationalization) Act 1977
- Diamond, Gold, Silver, Minerals – up to 100% under automatic route as MMRD Act
- Atomic minerals – up to 74% in JV with PSUs – FIPB

## **Electricity**

- FDI up to 100% under automatic route in Generation, Transmission, Distribution and Power Trading as per Electricity Act 2003

## **Roads & Highways-**

100% FDI permitted under automatic route

## **Airports**

- Greenfield Projects- 100% FDI permitted under automatic route
- Existing Airports- 100% FDI, beyond 74% requires FIPB approval
- Air Transport- up to 49% FDI under automatic route, 100 % NRI

## **Telecom**

- Basic and cellular, Unified Access Services, National/International Long Distance etc.- 74% (Including FDI, FII, NRI, beyond 49% under FIPB route)
  - ISP without gateway, Infrastructure provider providing dark fibre, right of way, duct space, tower (Category-I), Electronic mail and voice mail- 100%, beyond 49% requires FIPB approval
- SPECIAL ECONOMIC ZONES- Fuelling India's Economic Growth

## **SEZ – Current Status**

- 396 SEZs formally approved:
  - 19 Multi Product SEZs;
  - 6 Port based Multi Product SEZs;
  - 132 Sector Specific SEZs;
  - 249 EH/IT/ITES SEZs
  - 169 valid in-principle approvals;
- 151 SEZs notified; over 45 SEZs functional
- 2006-07 Exports at US\$8.3 billion (Rs. 34,787 Crores)
- Growth in exports 52% over 2005-06
- Projected exports–2007-08– US\$15 billion (Rs.67,088 crores) (200% increase in two years)

## **Incentives for SEZ Developers**

## **Real Estate- Policy and conditions**

## **Real Estate in India**

- Second largest employer next only to agriculture
- US \$ 12 billion industry
- Growing at about 30% per annum
- Housing sector contributes to 5% of the country's GDP
- FDI Inflows: (from 1991 to June 2007)
  - Housing & Real Estate: US\$1123 million
  - Construction Activities (Including Roads & Highways): US\$1875 million

## Indian Real Estate- Catalyst for Growth Real Estate Development- Incentives Major Foreign Developers in India

INVESTOR	COUNTRY	PROJECT LOCATION
Emmar Group	Dubai	Hyderabad
Kontur Bintang/Westport	Malaysia	Gurgaon
Singapore Housing Board	Singapore	Hyderabad/Chennai
Keppel Land	Singapore	Banglore
Salim Group	Indonesia	Kolkata
Lee Kim Tah holdings	Singapore	Chennai/Mumbai

**FDI Policy for Service Sector-Other than infrastructure.... Largely permitted**

**FDI Policy for Agriculture Sector.... Largely Restricted**

**FDI Policy .... Prohibited activities**

- **Retail** except single brand retailing allowed upto 51% with FIPB approval

- **Atomic energy**

- **Lottery business**

- **Betting and Gambling**

**Foreign Direct Investment**

**FDI Data Analysis**

FDI Inflows....Robust Growth

**Portfolio Investment**

India's Equity Capital Markets

Debt and Foreign Exchange





## DAY 8 25<sup>TH</sup> JUNE 2013

### Industrial Visit

The day was planned for the industrial visit to Organized Retail market (Central Mall). Unlike the previous visit the, the activity was divided into two phases-in the first phase the members of each group planned the parameters on which the study was to be conducted. In the second phase the participants visited the Central Mall, and did some research with respect to Comparative Study between Organized and Unorganized retailing.



## Day 9- 26<sup>th</sup> June 2013 (9:00A.M. TO 5:00P.M.)

### Case Formulation & Presentation

Case was formulated by both the groups and the same were presented by Prof. Shweta Narang & Prof. Suchi Mody.





**Day 10<sup>th</sup> - 27<sup>th</sup> June 2013**

The participants visited Kothari Market, Ranipura and Siyaganj to get further insights into the retail marketing and the recent developments.



**DAY 11 28<sup>TH</sup> JUNE 2013**

**SESSION I**      **TIME: 9:00A.M. TO 10:30 A.M.**

**Speaker/Resource Person: Malahar Valera,**

**Indian Capital Provide Capital to Retail Sector at Competitive Rate?**

### **Organized Retailing**

- Trading activity undertaken by licensed retailers
- Same look and feel across all stores
- Under one brand name backed by corporate
- In India for 11 years
- Contributes 4% of total retail sector in India

### **Un Organized Retailing**

- Traditional form of low cost retailing
- Local kirana shops, owner operated general stores, paan/beedi shops, convenience stores, hand carts and street vendors etc.
- No similarity in terms of look and feel
- In India since ancient times and still contributes 96% of total retail sector in India
- Providing direct employment to 39,500,000 people



## **SESSION III**      **TIME: 10:45A.M. TO 12:15 P.M.**

**Speaker/Resource Person: Malahar Valera**

### **Employment by Organized Vs Unorganized Retail in India**

#### **Major Indian Retailers**

- Future Group - Formats
- Reliance Retail - Formats
- Tata Group - Formats
- Aditya Birla Group
- Lifestyle
- K Raheja Corp Group - Formats
- Gitanjali Group

#### **Roles of Different Departments in Organized Retail Environment**

- CEO
- Design, Projects & Leasing
- Category Management
- Marketing and Visual Merchandising
- Operations
- HR
- Commercial & Legal

#### **Issues Being confronted by Retailers**

- State wise infrastructure
- Retail / Wholesale property
- Labor
- Inventory Management
- Negative business sentiments & demand
- Diverse market condition and diverse consumer behavior





## **SESSION III**      **TIME: 1:00P.M. TO 2:30 P.M.**

**Speaker/Resource Person: CA Dr. P.K. Jain**

### **Real Estate Sector Prices & Problems which Impact the Retail Sector Competitiveness**

#### **Impact of pricing in Real State**

- Reasons for demand of decreasing market but simultaneously rise in the price of Real Estate Companies nearby cities operating & discounting in Real Estate
- Effect of Housing Development on Agricultural land
- Limit of External Commercial Borrowing increases-beneficial or not possibility of subprime mortgages in India
- Saturation in Real Estate-will it ever happen?
- Structured Financial Products on Real Estate
- Collectorate Guideline and its Impact on sale of property
- Role of Brokers in Real Estate56153



## SESSION IV

TIME: 2:45P.M. TO 4:15 P.M.

Speaker/Resource Person: Dr. Sangeeta Jain

HR Skill Set: Issues and Challenges in Retailing in India Gaining Competitive Advantage Through Human

Resource Management

Objectives Human Resource Management

Human Resource Management Challenges In Retailing

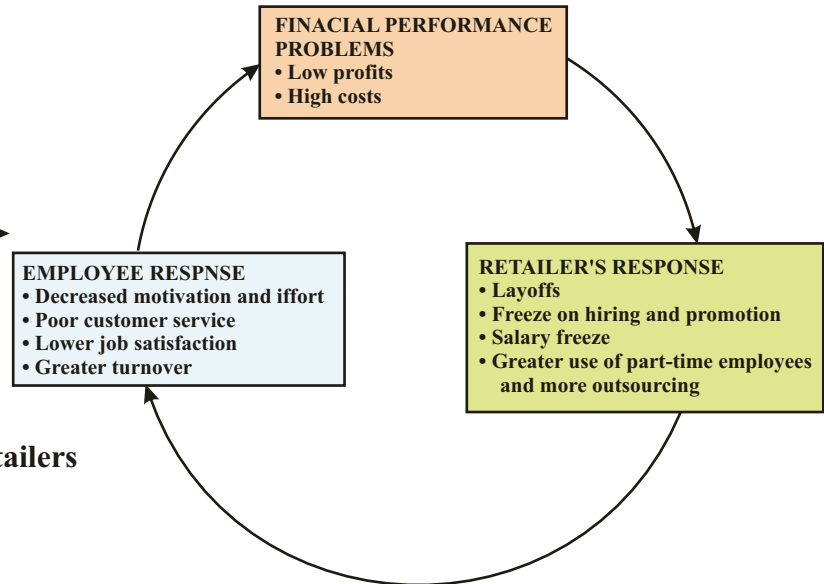
Work Environment

- Open Long Hours
- Peak Sales Periods
- Emphasis on Cost Control

Employees

- Unskilled
- Part-Time
- Diverse Backgrounds

Downward Performance Spiral →



Special HR Considerations Facing Retailers

- Need for Part-Time Employees
- Demand on Expense Control
- Changing Employee Demographics
- International HR Issues

Strategic Issues Facing Retail HR Professionals

- Designing the Organizational Structure
- Tasks Performed in a Retail Firm

Strategic Management Tasks Performed in a Retail Firm

- Develop a retail strategy
- Identify the target market
- Determine the retail format
- Design organizational structure
- Select locations

Merchandise Management Tasks Performed in a Retail Firm

- Buy merchandise
- Locate vendors
- Evaluate vendors
- Negotiate with vendors
- Place orders
- Control merchandise inventory
- Develop merchandise
- Budget plans
- Allocate merchandise to stores
- Review open-to-buy and stock position



- Price merchandise
- Set initial prices
- Adjust prices

## **Store Management Tasks Performed in a Retail Firm**

- Recruit, hire, and train store personnel
- Plan work schedules
- Evaluate performance of store personnel
- Maintain store facilities
- Locate and display merchandise
- Sell merchandise to customers
- Repair and alter merchandise
- Provide services
- Handle customer complaints
- Take physical inventory
- Prevent inventory shrinkage
- Administrative Management Tasks

## **Performed in a Retail Firm**

- Promote the firm, its merchandise and its services
- Manage human resources
- Distribute merchandise
- Establish financial control

## **Assignment of Responsibility for Tasks**

- Strategic Top Management, Board of Directors
- Merchandise Management Merchandise Division
- Store Management Stores Division
- Administrative Corporate Specialists

## **Organization of a Small Retailer**

### **Winning the Talent War**

### **Attracting Talent Employment Marketing**

### **Developing Talent Selection and Training**

### **Motivating Talent Aligning Goals**

### **Developing and Maintaining a Culture**

- Stories
- Symbols
- CEO Leadership

### **Keeping Talent Building Employee Commitment**

### **Conclusion**

- Organization
- Multitasking
- Discretion and Business Ethics
- Dual Focus
- Employee Trust
- Fairness
- Dedication to Continuous Improvement
- Strategic Orientation
- Team Orientation



**DAY 12 29<sup>TH</sup> JUNE 2013**

**SESSION I**                      **TIME: 9:00A.M. TO 10:30 A.M.**

**Speaker/Resource Person: Dr. Jayant Sonwalkar**

**Role of Government in Indian Retail Competitiveness**

**Retailing in India** is one of the pillars of its economy and accounts for 14 to 15 percent of its GDP. The Indian retail market is estimated to be US\$ 450 billion and one of the top five retail markets in the world by economic value. India is one of the fastest growing retail markets in the world, with 1.2 billion people.

In January 2012, India approved reforms for single-brand stores welcoming anyone in the world to innovate in Indian retail market with 100% ownership, but imposed the requirement that the single brand retailer source 30 percent of its goods from India. Indian government continues the hold on retail reforms for multi-brand stores.

On 14 September 2012, the government of India announced the opening of FDI in multi-brand retail, subject to approvals by individual states. This decision was welcomed by economists and the markets, but caused protests and an upheaval in India's central government's political coalition structure. On 20 September 2012, the Government of India formally notified the FDI reforms for single and multi brand retail, thereby making it effective under Indian law.

On 7 December 2012, the Federal Government of India allowed 51% FDI in multi-brand retail in India. The government managed to get the approval of multi-brand retail in the parliament despite heavy uproar from the opposition. Some states will allow foreign supermarkets like Walmart, Tesco and Carrefour to open while other states will not.

**SESSION II** **TIME:10:45A.M. TO 12:15 P.M.**

**Speaker/Resource Person: Dr. Jayant Sonwalkar**

**Environmental Impact, Challenges & Its Impact on Retail Competitiveness**

In the 21st century specialty retailers are competing not only with traditional rivals, but also with multi-national chains with deep pockets, vast scales of economy, and the most advanced technological tools. Therefore, smaller chain store businesses must arm themselves to effectively plan and be able to quickly respond to problems and changes.

#### **The problem & Issues Facing Specialty Retailers**

- Multiple Channels
- Supply Chain
- Own Brand
- Knowledge of the Consumer
- Current IT Solution is Not Empowering Success
- Customer Behavior
- Vendor Issues
- Ranges Making the Right Selections
- Managing Inventory Levels

#### **Effective Business Insight Relies on Integrated Systems**

- Start With Plans
- Open to Buy
- Controlling Markdowns and Margin Erosion
- Impacting the Supply Chain.
- Building Better Ranges
- Business Insight and Analytics Reporting
- Store Line Tools
- Multi-Channel Retailing
- Integrated Systems

## SESSION III TIME: 1:00 P.M. - 2:30 P.M.

**Speaker/Resource Person: Prof. Varun Keshari**

### Future & Challenges Of Retailing In India

As the contemporary retail sector in India is reflected in sprawling shopping centers, multiplex-malls and huge complexes offer shopping, entertainment and food all under one roof, the concept of shopping has altered in terms of format and consumer buying behavior, ushering in a revolution in shopping in India. This has also contributed to large-scale investments in the real estate sector with major national and global players investing in developing the infrastructure and construction of the retailing business. The trends that are driving the growth of the retail sector in India are

- Low share of organized retailing
- Falling real estate prices
- Increase in disposable income and customer aspiration
- Increase in expenditure for luxury items (CHART)



### Challenges & Opportunities

Retailing has seen such a transformation over the past decade that its very definition has undergone a sea change. No longer can a manufacturer rely on sales to take place by ensuring mere availability of his product. Today, retailing is about so much more than mere merchandising. As the Indian consumer evolves they expect more and more at each and every time when they steps into a store. Retail today has changed from selling a product or a service to selling a hope, an aspiration and above all an experience that a consumer would like to repeat.

For manufacturers and service providers the emerging opportunities in urban markets seem to lie in capturing and delivering better value to the customers through retail. Also, manufacturers and service providers face an exploding rural market yet only marginally tapped due to difficulties in rural retailing. Only innovative concepts and models may survive the test of time and investments. However, manufacturers and service providers will also increasingly face a host of specialist retailers, who are characterized by use of modern management techniques, backed with seemingly unlimited financial resources. Organized retail appears inevitable.

Retailing in India is currently estimated to be a US\$ 200 billion industry, of which organized retailing makes up a paltry 3 percent or US\$ 6.4 billion. By 2010, organized retail is projected to reach US\$ 23 billion. For retail industry in India, things have never looked better and brighter. Challenges to the manufacturers and service providers would abound when market power shifts to organized retail.

### Conclusion

The retail sector has played a phenomenal role throughout the world in increasing productivity of consumer goods and services. It is also the second largest industry in US in terms of numbers of employees and establishments. There is no denying the fact that most of the developed economies are very much relying on their retail sector as a locomotive of growth. The Retail Industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market. But all of them have not yet tasted success because of the heavy initial investments that are required to break even with other companies and compete with them. The India Retail Industry is gradually inching its way towards becoming the next boom industry.

**SESSION IV** TIME: 2:45 P.M. 4:15 P.M.

Session Speaker: CA Dr. P. K. Jain

Valediction Ceremony





## MBA IV SEMESTER MINOR RESEARCH PROJECT: 2011-13

S.No.	Name	Group No.	Faculty Guide	Topic
1	Ankita Farkiya	1	Prof Shweta Mogre	A study of public opinion towards BRTS in Indore City.
2	Archana Tiwari			
3	Ashwin Sannase			
4	Divya Rathore			
5	Garima Somani			
6	Joshil Patel	2	Prof Anish Patel	A Comparative study of Market Price & Guideline Provided by Govt. properties in Indore.
7	Juzer Rotiwala			
8	Manish Bimal			
9	Neelam Dharmani			
10	Neeraj Chaturvedi			
11	Neha Gangeya	3	Prof Anish Patel	Shortfalls & Benefits of BRTS in Indore City.
12	Piyush Singh Baghel			
13	Priyanka Mishra			
14	Rishi Kumar Jain			
15	Sameer Chawla			
16	Veena Patankar	4	Prof Ketan Moolchandani	Changing scenario of Service Sector & Manufacturing sector with changing FDI norms in India.
17	Vinay Kendurkar			
18	Zarina Qureshi			
19	Roshni Firdous			
20	Ramakant Sonavane			
21	Aanchal Bansal	5	Prof Varun Keshari	Determinants of consumer buying behavior through mega stores.
22	Aarohi Chouhan			
23	Abhiram Khare			
24	Abhishek Kumar Pandey			
25	Abhishek Kumar Rai			
26	Abhishek Singh	6	Prof Varun Keshari	A comparative study on application of advertising through cell phone framework among various goods/service.
27	Ajay Joshi			
28	Alice Das			
29	Amit Kumar Singh			
30	Amit Mishra			
31	Amit Sahu	7	Prof Radheshyam Acholiya	Decision making while purchasing life insurance.
32	Anirudha Singh Jat			
33	Anjali Khare			
34	Ankit Patidar			
35	Ankit Singh Baghel			
36	Ankit Singh Parihar	8	Prof Radheshyam Acholiya	Consumer preference towards different sport shoes brand.
37	Apoorv Dubey			
38	Apoorva Dubey			
39	Arunendra Tripathi			
40	Arun Kumar Gupta			
41	Atul Singh	9	Prof Rashmi Farkiya	A study on Work-Life Balance amongst Doctors in Public and Private Hospitals.
42	Awdhesh Kumar Shah			
43	Azhar Khan			

S.No.	Name	Group No.	Faculty Guide	Topic
44	Balkrishna Chouhan	10	Prof Rashmi Farkiya	A Study on Factors Influencing the Job Satisfaction of Lecturers Employed In Management Institutions.
45	Bhojraj Vishwakarma			
46	Bhola Shankar Vaishy			
47	Chandra Prakash Malviya			
48	Chetan Padiyar			
49	Deepak Mishra			
50	Deepnarayan Mishra	11	Prof Rashmi Farkiya	A study on Patients Satisfaction from the services provided by Hospitals.
51	Devika Mishra			
52	Ekta Sharma			
53	Garima Khare			
54	Gaurav Shrivastava			
55	Gaurav Vora			
56	Hemant Aheer	12	Prof Sumit Zokarkar	To study the various data cards(3G) connections available in Indore and compare the schemes.
57	Himanshu Kumar Gupta			
58	Hradesh Fanindra			
59	Jainendra Kumar Shah			
60	James Nag			
61	Jasleen Kaur Bindra	13	Prof Sumit Zokarkar	To find the factors affecting the selection of School for Nursery student.
62	Jayati Gupta			
63	Jitendra Kumar Mishra			
64	Kalyani Kumari			
65	Kamlesh Prasad Yadav			
66	Kapil Sharma	14	Prof Chetan Raikwar	A Study of Brand Loyalty of women in cosmetic products.
67	Karishma Kapahi			
68	Kartikay Tiwari			
69	Manas Sinha			
70	Meenakshi Yadav			
71	Meet Tiwari	15	Prof Chetan Raikwar	A study on the impact of CRM on Customer Loyalty with special reference to cellular operators in Indore City.
72	Megha Khare			
73	Nagendra Sen			
74	Namrata Singh			
75	Narendra Singh Pal			
76	Nidhi Didawat	16	Prof Nidhi Joshi	A comprehensive study to measure consumer satisfaction in Multiplexes of Indore.
77	Nidhi Singh			
78	Nikita Gangrade			
79	Nitesh Dupare			
80	Nitesh Sharma			
81	Pankaj Dhameja	17	Prof Nidhi Joshi	E-advertisement and their impact on youth.
82	Pankaj Dhuware			
83	Pankaj Patidar			
84	Pavan Kumar Tiwari			
85	Pooja Depan			
86	Pooja Kushwaha	18	Prof Ketan Moolchandani	Financial Analysis of Ruchi Soya.
87	Poonam Chauhan			
88	Praveen Kumar Soni			

S.No.	Name	Group No.	Faculty Guide	Topic
89	Preeti Upadhyay			
90	Pritam Gupta			
91	Priyanka Aale	19	Prof Ketan Moolchandani	A Comp.Financial Anaysis of Oriental Insurance company & National Insurance.
92	Priyanka Agrawal			
93	Priyanka Kharat			
94	Purobi Chakraborty			
95	Pushpendra Kumar Mishra			
96	Pushpendra Soni	20	Prof Sadhna Mandloi	Impact of Word of Mouth Marketing on Service Selection Preference.
97	Rahul Kumar			
98	Rahul Nandanwar			
99	Rajeev Biswas			
100	Rakesh Prasad Shukla			
101	Raksha Mishra	21	Prof Pratyasha Jain	A comparative study of services provided by Rajshree Hospital & Greater Kailash Hospital.
102	Ram Govind Shah			
103	Ravishankar Mishra			
104	Reema Khatri			
105	Rekhraj Jain			
106	Richa Yadav	22	Prof Pratyasha Jain	A Comparative study of customer satisfaction of Dainik Bhaskar & Naidunia.
107	Rishi Kesh Pandey			
108	Ritesh Tikotkar			
109	Rohit Jain			
110	Rohit Jat			
111	Rupa Sharma	23	Dr. Mona Tawar	Quality of Working Life of Female Professionals: A Comparative Study Of Male Vs. Female.
112	Rupali Jaiswal			
113	Rupesh Pathak			
114	Sabina Khan			
115	Saloni Jaiswal			
116	Sandipa Meshram	24	Dr. Mona Tawar	A study on Employee Stress in Educational sector.
117	Saniya Khan			
118	Santosh Singh Rajput			
119	Sapna Shrivastava			
120	Satya Prakash Jain			
121	Satyarth Mishra	25	Prof Kumkum Sinha	Effect of Gender on Family Buying Decissions.
122	Sheetal Saxena			
123	Shilpa Shaktawat			
124	Shiv Singh Rajawat			
125	Shivraj Tomar			
126	Siddharth Mehta	26	Prof Kumkum Sinha	A study on Consumer spending via Credit Cards.
127	Sinki Verma			
128	Sonal Keshari			
129	Sudeep Kumar Shukla			
130	Sumit Singh Sisodiya			
131	Sunny Ahuja	27	Prof Kumkum Sinha	Impact of advertising and Price sesitivity and consumer buying behaviour.
132	Suryakant Shukla			
133	Suyash Jain			

S.No.	Name	Group No.	Faculty Guide	Topic
134	Swati Chauhan	28	Prof Durgesh Gour	A Study of Impact of inflation on Gold Price.
135	Swati Gupta			
136	Swati Singh Baghel			
137	Tarun Kumar Pandey			
138	Teerath Prasad Vishwakarma			
139	Vicky Choukse			
140	Vidhya Mahajan	29	Prof Durgesh Gour	A Study of Impact of inflation on Share Market.
141	Vivek Mishra			
142	Vivek Shukla			
143	Yogesh Sharma			
144	Anarudha Prasad Dwivedi			
145	Nitin Sonavane			
146	Sameer Khan	30	Prof Durgesh Gour	A Price analysis of real estate sector in last 10 years.
147	Yogesh Mahajan			
148	Praveen Banwari			
149	Madhuri Sharma			
150	Yogesh Waidkar			
151	Aastha Awasthi	31	Prof Aastha Tarey	A Study of impact of celebrity endorsement on consumer buying behavior with respect to Cosmetic products.
152	Abha Mishra			
153	Akhilesh Upadhyay			
154	Anshuman Mishra			
155	Anuj Singh			
156	Ehtesham Khan	32	Prof Pratyasha Jain	A Comparative Study On OCTAPACE Culture In Private Colleges.
157	Lalita Banjara			
158	Meeshika Vishwakarma			
159	Nadeem Khan			
160	Pankaj Kumar Mishra			
161	Rahul Singh Lodhi	33	Prof Sadhna Mandloi	Consumer Purchase Behaviour in out- of- stock situations at retail outlets.
162	Siddhant Jain			
163	Sunil Kumar Gupta			
164	Manish Kumar Pyashi			
165	Sarvesh Tripathi			
166	Sonu Dubey	34	Prof Aastha Tarey	A study of analysis of customer preferences towards different brand of Tea.
167	Vishal Mishra			
168	Abdul Faizan Khan			
169	Anil Kumar Shah			
170	Jalaj Goswami			
171	Manoj Kumar Chaurasia	35	Prof Shweta Mogre	A comparative study of customer satisfaction between Activa and Access 125
172	Pawan Tripathi			
173	Siddharth Dwivedi			
174	Vivek Kumar Shah			
175	Kailash Panwar			
176	Mukesh Gupta			
177	Vaibhav Kumar Khede			

## New Learnings

### Learning to know

Thinking abilities, such as problem-solving, critical thinking, decision-making, understanding consequences

### Learning to be

Personal abilities, such as managing stress and feelings, self-awareness, self-confidence

### Learning to live together

Social abilities, such as communication, negotiation, assertiveness, teamwork, empathy

### Learning to do

Manual skills, such as practicing know-how required for work and tasks



## Glorious Moments for Pioneer Institute





शनिवार, 4 मई, 2013  
राज एक्सप्रेस

### कोयना, टेरेंस व शेरोन को खिताब



हैदराबाद, 4 मई, 2013  
कोयना, टेरेंस व शेरोन को खिताब  
कोयना, टेरेंस व शेरोन को खिताब  
कोयना, टेरेंस व शेरोन को खिताब

### सोशलर्न सेमीफाइनल में

हैदराबाद, 4 मई, 2013  
सोशलर्न सेमीफाइनल में  
सोशलर्न सेमीफाइनल में  
सोशलर्न सेमीफाइनल में

### दैनिक भास्कर

हरि, सोमवार, 4 मई, 2013

### टेरेंस, कोयना, निहार व शेरोन टेनिस चैंपियन

हैदराबाद, 4 मई, 2013  
टेरेंस, कोयना, निहार व शेरोन टेनिस चैंपियन  
टेरेंस, कोयना, निहार व शेरोन टेनिस चैंपियन



टेरेंस, कोयना, निहार व शेरोन टेनिस चैंपियन

### CITY JOURNAL

हरि, सोमवार, 4 मई, 2013

### लारेंस, निहार, कोयना, शेरोन खिताब



लारेंस, निहार, कोयना, शेरोन खिताब

### NATIONAL HERALD Sports

### Terence, Nihar Koena wins the title

हैदराबाद, 4 मई, 2013  
Terence, Nihar Koena wins the title  
Terence, Nihar Koena wins the title



टेरेंस, कोयना, निहार व शेरोन टेनिस चैंपियन

### नईदुनिया

### नील और डेनिम सेमीफाइनल में

हैदराबाद, 4 मई, 2013  
नील और डेनिम सेमीफाइनल में  
नील और डेनिम सेमीफाइनल में

### पत्रिका

### नील व प्रत्यक्षा फाइनल में

हैदराबाद, 4 मई, 2013  
नील व प्रत्यक्षा फाइनल में  
नील व प्रत्यक्षा फाइनल में

### 6pm

### मेदो न्यूज



### आयुष शर्मा, वैशाली आन्या अगले दौर में

हैदराबाद, 4 मई, 2013  
आयुष शर्मा, वैशाली आन्या अगले दौर में  
आयुष शर्मा, वैशाली आन्या अगले दौर में

### पीपुल्स समाचार

शनिवार 4 मई 2013



टेरेंस, कोयना, निहार व शेरोन टेनिस चैंपियन

### दैनिक भास्कर

हरि, सोमवार, 4 मई, 2013

### फारोम और टेरेंस सेमीफाइनल में

हैदराबाद, 4 मई, 2013  
फारोम और टेरेंस सेमीफाइनल में  
फारोम और टेरेंस सेमीफाइनल में

### टेरेंस, निहार, कोयना, शेरोन को खिताब

हैदराबाद, 4 मई, 2013  
टेरेंस, निहार, कोयना, शेरोन को खिताब  
टेरेंस, निहार, कोयना, शेरोन को खिताब

### व्या

हैदराबाद, 4 मई, 2013  
व्या  
व्या

### सिपाही मर्ती परीक्षा में गड़बड़ी

### सही को गलत बता रहा व्यापम

हैदराबाद, 4 मई, 2013  
सिपाही मर्ती परीक्षा में गड़बड़ी  
सही को गलत बता रहा व्यापम

### राज एक्सप्रेस

शनिवार, 4 मई, 2013



### आयुष, अवरिख, वैशाली अगले दौर में

हैदराबाद, 4 मई, 2013  
आयुष, अवरिख, वैशाली अगले दौर में  
आयुष, अवरिख, वैशाली अगले दौर में

### पत्रिका

शनिवार, 4 मई, 2013

### आयुष, जोनिन अगले दौर में

हैदराबाद, 4 मई, 2013  
आयुष, जोनिन अगले दौर में  
आयुष, जोनिन अगले दौर में

### SPORTS

### Ayush, Parakram, Jobin in main round

हैदराबाद, 4 मई, 2013  
Ayush, Parakram, Jobin in main round  
Ayush, Parakram, Jobin in main round



नईदुनिया

दौर: सुबह 7:30 अंश 2013

आयुष, पराक्रम, जोधिन मुख्य दौर में

दौर: पराक्रम, आयुष, जोधिन मुख्य दौर में  
दौर: पराक्रम, आयुष, जोधिन मुख्य दौर में  
दौर: पराक्रम, आयुष, जोधिन मुख्य दौर में

दैनिक भास्कर

दौर: सुबह 7:30 अंश 2013

नील और टेरेंस खिताबी दौर में

दौर: नील और टेरेंस खिताबी दौर में  
दौर: नील और टेरेंस खिताबी दौर में  
दौर: नील और टेरेंस खिताबी दौर में

नव भारत

दौर: सुबह 7:30 अंश 2013

नील बड़ा खदान में

दौर: नील बड़ा खदान में  
दौर: नील बड़ा खदान में  
दौर: नील बड़ा खदान में

नईदुनिया

दौर: सुबह 7:30 अंश 2013

आयुष, वैशाली अगले दौर में

दौर: आयुष, वैशाली अगले दौर में  
दौर: आयुष, वैशाली अगले दौर में  
दौर: आयुष, वैशाली अगले दौर में

नईदुनिया

दौर: सुबह 7:30 अंश 2013

खेल

मग्न के नील और प्रत्यक्षा खिताबी मुकाबले में

दौर: मग्न के नील और प्रत्यक्षा खिताबी मुकाबले में  
दौर: मग्न के नील और प्रत्यक्षा खिताबी मुकाबले में  
दौर: मग्न के नील और प्रत्यक्षा खिताबी मुकाबले में

नईदुनिया

दौर: सुबह 7:30 अंश 2013

नील क्वार्टर फाइनल में

दौर: नील क्वार्टर फाइनल में  
दौर: नील क्वार्टर फाइनल में  
दौर: नील क्वार्टर फाइनल में

दैनिक भास्कर

दौर: सुबह 7:30 अंश 2013

आयुष और पराक्रम मुख्य दौर में

दौर: आयुष और पराक्रम मुख्य दौर में  
दौर: आयुष और पराक्रम मुख्य दौर में  
दौर: आयुष और पराक्रम मुख्य दौर में

नईदुनिया

दौर: सुबह 7:30 अंश 2013

कोयना और टेरेंस बने चैंपियन



दौर: कोयना और टेरेंस बने चैंपियन  
दौर: कोयना और टेरेंस बने चैंपियन  
दौर: कोयना और टेरेंस बने चैंपियन

पत्रिका

दौर: सुबह 7:30 अंश 2013

टेरेंस, कोयना को खिताब



दौर: टेरेंस, कोयना को खिताब  
दौर: टेरेंस, कोयना को खिताब  
दौर: टेरेंस, कोयना को खिताब

समय 28 अंश 2013

राज एक्सप्रेस

दौर: सुबह 7:30 अंश 2013

आयुष, पराक्रम, खिताबी मुकाबले में

दौर: आयुष, पराक्रम, खिताबी मुकाबले में  
दौर: आयुष, पराक्रम, खिताबी मुकाबले में  
दौर: आयुष, पराक्रम, खिताबी मुकाबले में

दैनिक भास्कर

दौर: सुबह 7:30 अंश 2013

आयुष, वैशाली अगले दौर में

दौर: आयुष, वैशाली अगले दौर में  
दौर: आयुष, वैशाली अगले दौर में  
दौर: आयुष, वैशाली अगले दौर में

नव भारत

दौर: सुबह 7:30 अंश 2013

नील, डेविड, कुश सेमीफाइनल से टैलेट टी सीरीज

दौर: नील, डेविड, कुश सेमीफाइनल से टैलेट टी सीरीज  
दौर: नील, डेविड, कुश सेमीफाइनल से टैलेट टी सीरीज  
दौर: नील, डेविड, कुश सेमीफाइनल से टैलेट टी सीरीज

लापरवाही : सिपाही मर्ती परीक्षा की आंसर शीट में एक सवाल का जवाब गलत, व्यापम मानने को तैयार नहीं।

12 त्रिभुजों को व्यापम बता रहा 11

प्रस्त-48, दिये गये त्रिभुजों में कितने त्रिभुज हैं ?

एक त्रिभुज के अंदर से गुजरने वाली एक रेखा त्रिभुज को दो छोटे त्रिभुजों में बांटती है। इस प्रक्रिया को दोहराते हुए, एक बड़े त्रिभुज को 12 छोटे त्रिभुजों में बांट दिया गया है।

सवाल: प्रस्त-48, दिये गये त्रिभुजों में कितने त्रिभुज हैं ?

हल: 12

सीधी बात

- 1. प्रत्येक त्रिभुज के अंदर से गुजरने वाली एक रेखा त्रिभुज को दो छोटे त्रिभुजों में बांटती है। इस प्रक्रिया को दोहराते हुए, एक बड़े त्रिभुज को 12 छोटे त्रिभुजों में बांट दिया गया है।
- 2. प्रत्येक त्रिभुज के अंदर से गुजरने वाली एक रेखा त्रिभुज को दो छोटे त्रिभुजों में बांटती है। इस प्रक्रिया को दोहराते हुए, एक बड़े त्रिभुज को 12 छोटे त्रिभुजों में बांट दिया गया है।
- 3. प्रत्येक त्रिभुज के अंदर से गुजरने वाली एक रेखा त्रिभुज को दो छोटे त्रिभुजों में बांटती है। इस प्रक्रिया को दोहराते हुए, एक बड़े त्रिभुज को 12 छोटे त्रिभुजों में बांट दिया गया है।







*Always aim at complete harmony of thought and word and deed.  
Always aim at purifying your thoughts and everything will be well.  
- Mahatma Gandhi*



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